

Plain Talks



- Henry the Computer
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- "Shot" Sibley Shoots for 50 Years
- Guess-the-Cost Contest Winners

GULF STATES UTILITIES COMPANY

NOVEMBER, 1966

The Customer Is Number 1

Plain Talks

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4—The Port Arthur News

Tuesday, November 15

THE PORT ARTHUR NEWS

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Publisher
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Strike Settlement Welcomed

Management personnel of Gulf States Utilities, on duty around the clock, had maintained normal electric service during the nine-day strike. The company proposed to continue operations, regardless, for as long as necessary. But inevitably difficulties would have increased as the stoppage persisted.

Therefore, it was good news all the way round—especially for the consumer—that the strike has been settled. The consumer relies on current flowing uninterruptedly to his lights, television set, radio and no end of other appliances, to say nothing of the motors of widespread industry, which supply him with other needs. Irrespective of the merits of the dispute—and as usual in such situations both sides had their points—we welcome the union membership's three-to-one decision to accept the company's newest contract offer.

Gulf States is recognized as one of the most efficient utilities in the nation. Its service is dependable thanks to expert direction and skilled and seasoned employees. It's gratifying to see it back on an even keel.

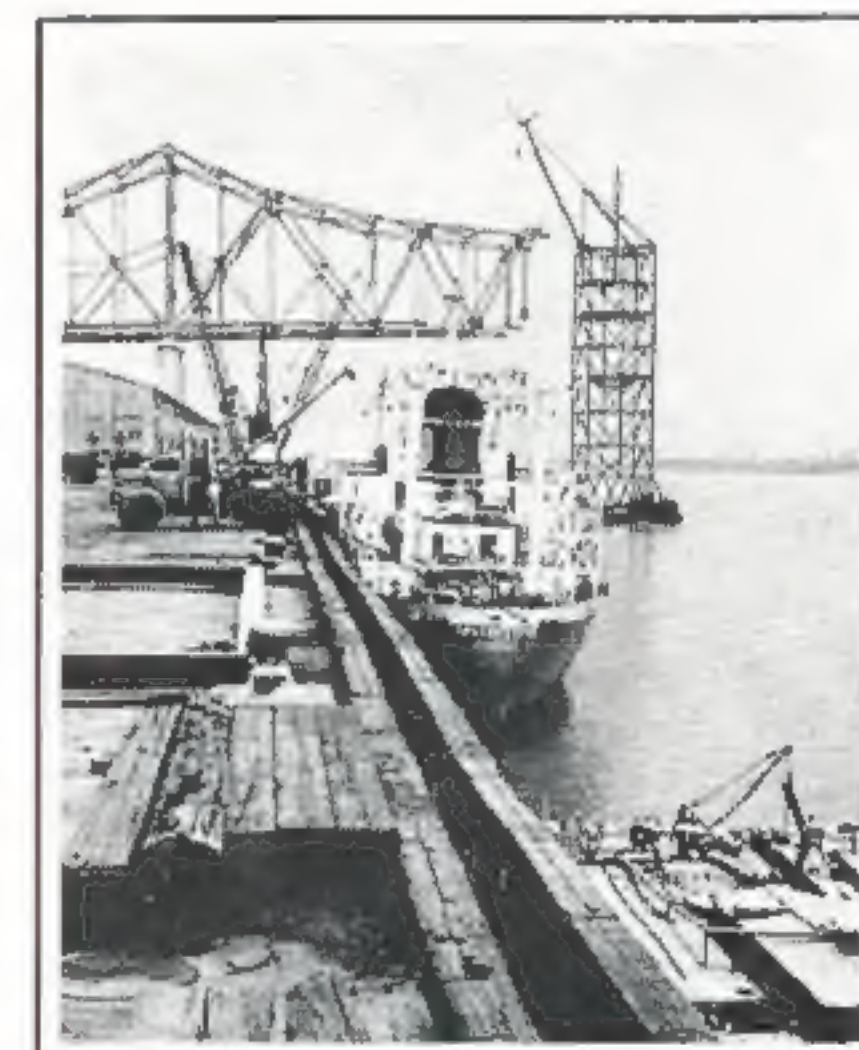
THE ABOVE EDITORIAL WAS published in the Port Arthur News the day after the new contract was signed. It is objective and well-written.

The editorial emphasizes one point we should always keep uppermost in our minds: Our customers, from whom all blessings flow, are vitally concerned with the way we operate as a company.

Our Company, as the editorial points out, enjoys a good reputation throughout the nation. Gulf Staters are well paid, have good benefits and working conditions. The Company's offer was made after a lengthy, thorough investigation of the contracts offered by other utilities and other area industries.

Now, in fairness to the customers who pay the bill, we must all work harder to improve our service, hold down unnecessary costs and increase productivity. Over the years, Gulf Staters have improvised and come up with new time and labor-saving devices that help us operate efficiently. Their performance has made the words "Gulf States" synonymous with "good service."

Let's keep good things going for our customers.



OUR COVER

A PORT BRISTLING with trade activity from around the world in the foreground and a bridge soaring across the mighty Mississippi River in the background depict today's busy tempo in Port Allen, Louisiana.

Both the bridge and port figure prominently in Port Allen's economic well-being and progress. The high bridge will put residents only minutes from downtown Baton Rouge, Louisiana State University and the giant refineries and plants that draw employees from throughout West Baton Rouge Parish. The port links the city with the world and is ranked among this nation's 10 busiest in tonnage handled.

Plain Talks takes a close look at Port Allen, its leaders and its hopes in this issue.

Grace for Thanksgiving

LORD, bless the bread that now we break
In gratitude for Thy sweet sake.

Bless all the loved ones gathered here,
And those who, on some far frontier,

Defend our hard-won legacy—
The brave, bright flags of liberty.

Accept our thanks, dear Lord, for these:
Fields rich with harvest, laden trees,

For life, for love that lights our way;
The right to think, to speak, to pray

Each as he wills. And help us share
These blessings with men everywhere!

—Maureen Murdoch



Henry Faces

(What does the electronic future have in store for our Company? A number of jobs to be sure! Richard Smith, supervisor of electronic data processing, Beaumont, used a little imagination and came up with this "typical day" in the life of a central computer system at GSU within the next decade.)

SOMETIME IN THE NEXT decade, Henry and his electronic friends will be busy at work for Gulf States Utilities. Henry will be the central computer system that will direct actions of several computer friends located in power plants, service centers and the system dispatch office.

Henry will gather information from the other computers, from several remote collection devices located in major substations and storerooms and from remote consoles located in division offices and all major departments in the main office building. Henry will then have a total information file.

Trying to visualize a typical day in the life of Henry and his friends, let's begin at 8 a.m. Henry can receive direct requests from console units and can send messages out to those units concerned. Henry can also print answers that are then sent in the mail if time is not important.

8 a.m.

Henry is requested to remove a line from service for OCB maintenance. This request was initiated from the system dispatch office. Henry had already informed those concerned that this maintenance was required. Henry then looks at the predicted operating data for the day and analyzes the affect of this line removal.

Henry sends a message back stating the risk is too high during the day, but economics justify overtime beginning tomorrow at 6 a.m. until 10 a.m., since it is a four-hour job. If 10 a.m.

is exceeded, Henry states the probable risk involved.

8:30 a.m.

From a computer friend in a service center comes word that the line is removed. Henry records in file and notifies his computer friend in the dispatch center what has happened.

This friend immediately reschedules generation for this condition. This friend has already been continuously

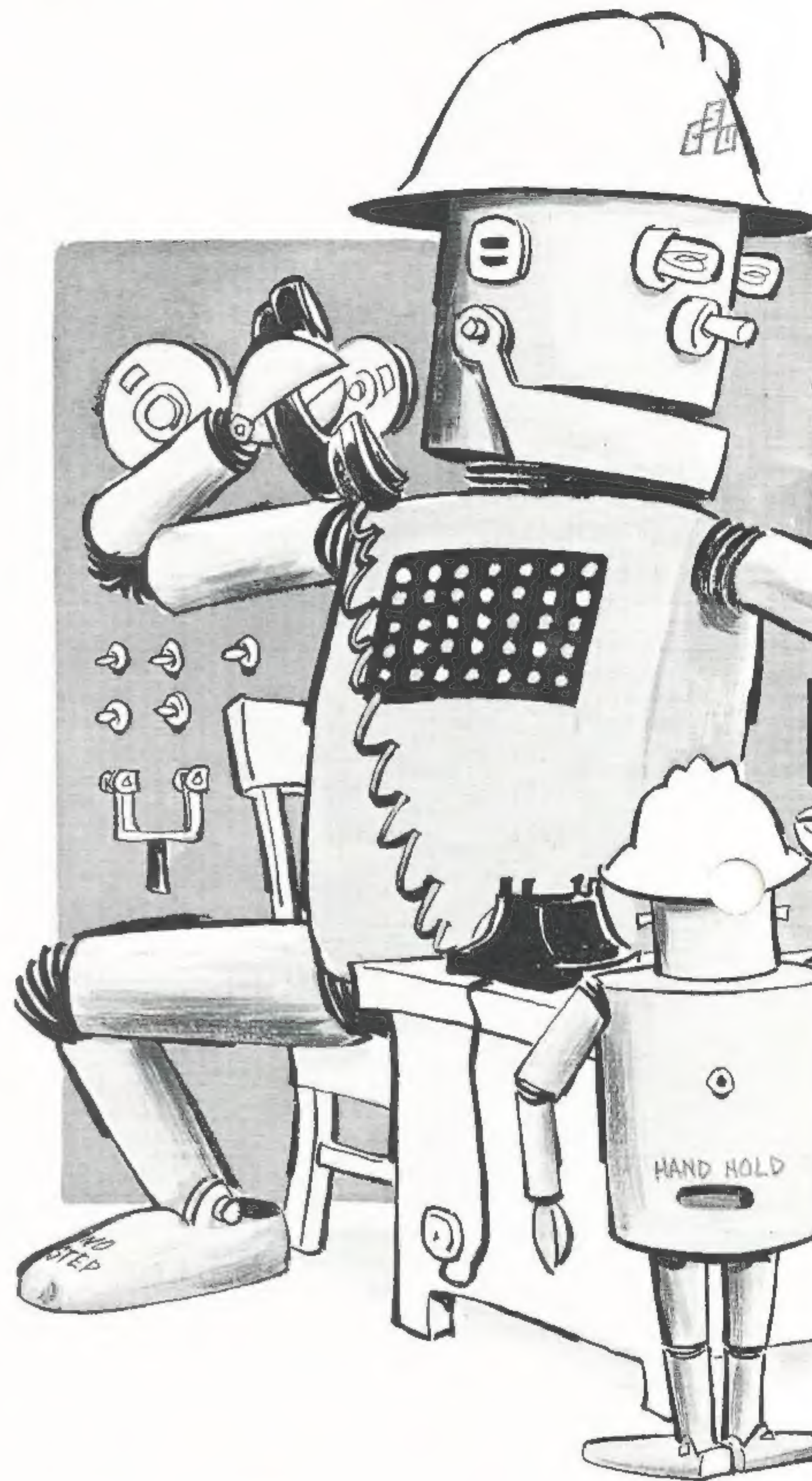
scheduling generation.

8 a.m. to 8:30 a.m.

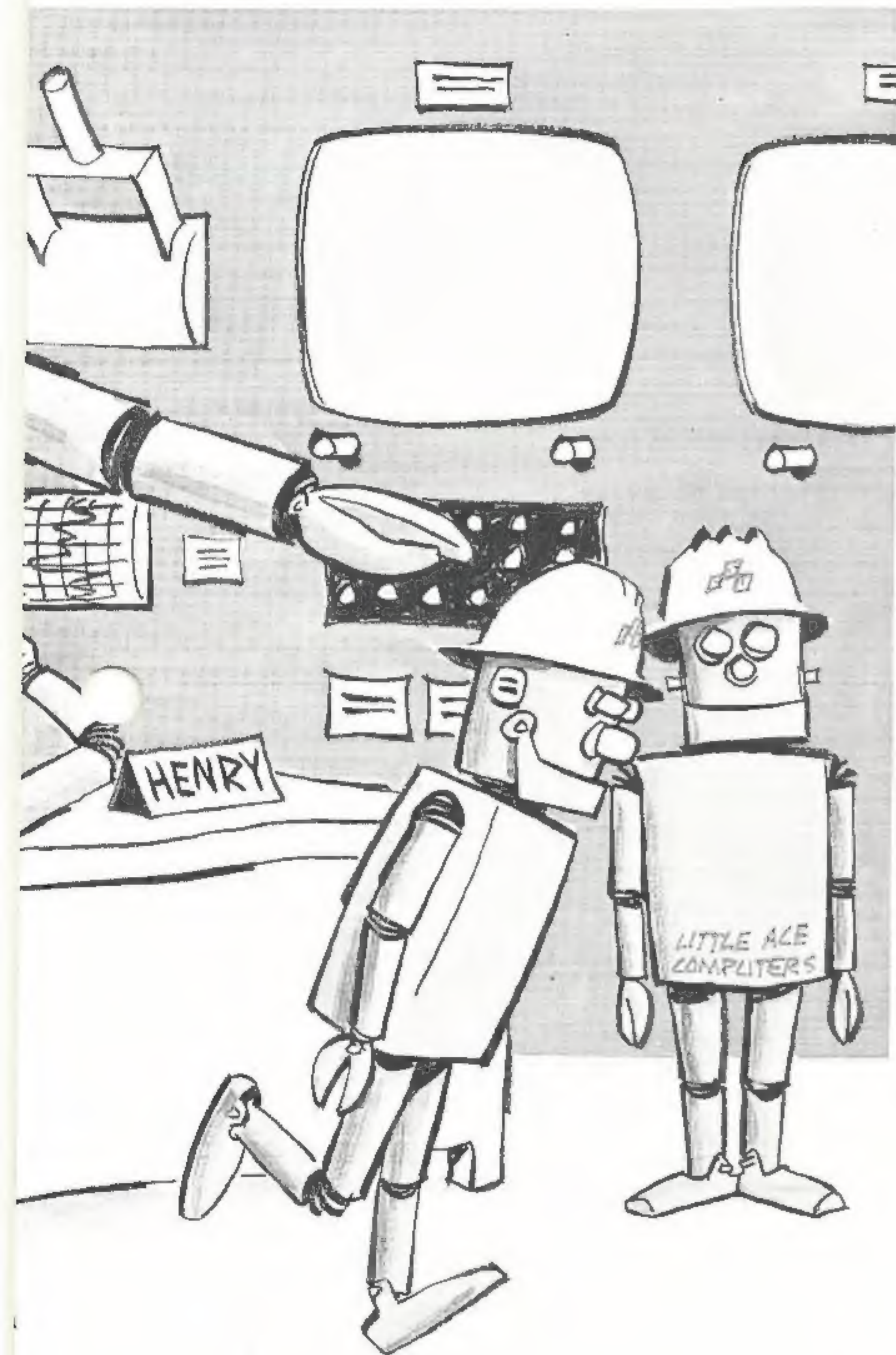
Henry has been answering other requests. Such things as certain customers' account and changes to accounts upon payment. Henry has been sending messages to those concerned when customers have not paid their bills on time.

8:40 a.m.

Henry receives information from all



Busy Future



storerooms on material that was issued on given jobs. Henry also receives data on material delivered to stores. With this information, Henry can compare requirements against an up-to-date inventory.

If exceptions are evident, Henry will send out purchase orders, request for bids or transfer orders. These go to purchasing for clearance. Also, Henry will place the material issued into ac-

counting files for future close-out reports and comparison with the estimated budget cost.

8:50 a.m.

Henry receives a request from planning that a certain construction project has been finalized. After Henry receives the description needed, he will immediately make and send the estimate to estimating for review. If the estimate looks in line, Henry will be

given the go-ahead. At this point, all critical lead time material will be listed and sent to purchasing as a tentative order.

Henry will take the completion date and make a tentative construction schedule for scheduling to review. Henry will then wait for approval. When approval is made, Henry will send a bill of material to engineering for clearance. It is passed on to purchasing and to the storeroom involved.

Also, copies of all drawings required on the project are automatically issued on microfilm by Henry. Henry now has a firm construction schedule and material and manpower requirements. Later, when material is not received in time, manpower is exceeded or the schedule falls behind, Henry will notify all concerned.

9 a.m.

At the end of every hour, Henry's friend in the dispatch office will pass over loading information. At this point, loading information is accumulated for future use. If predictions are not being met, Henry will re-predict and check for system loading problems and generation reserve requirements. All concerned are notified if problems arise.

Also, this dispatch friend will receive from other friends in the power stations the latest plant information. If there are operating changes, Henry and his dispatch friend will update and use it.

9 a.m. to Noon

The planning department has been talking to Henry, requesting certain network analysis studies. Henry uses stored data to get these results. Henry then makes a thorough analysis and sends back those results that are critical exceptions, along with a complete listing for a later review.

Noon

Most people are out to lunch but Henry and his friends are still on the job. Henry can now work on low priority problems. Such things as performance and analysis calculations can now be done. For example, all jobs recently completed can be closed out. Actual material used and labor

charged in payroll can be placed in FPC files, accounting files and budget files. If actual and estimates do not match, Henry will notify all concerned.

1 p.m.

A division office has asked Henry to flag and send back all interruptions to a given customer in that division.

The operation manager has asked Henry, in his spare time, to merge billing and distribution transformer data, estimating the loads on all transformers. Henry will send out a list of all overloads and underloads for review.

2 p.m.

A storm has just moved into one of the divisions. At 2 p.m., one of Henry's friends in a major substation has reported to the computer in the division service center that certain breakers have opened. Henry is notified and analyzes the current situation.

If there are any resulting overloads or voltage problems, Henry sends back this (or these) condition (s). Also, Henry will study operating procedures and if there are any switching procedures that will isolate or restore partial service, Henry will send these procedures back to the service center for review. Henry will record this in a permanent file for future reference. Later, the actual cause will be entered and stored with the interruption.

3 p.m.

Engineering design has asked one of Henry's friends to show them a standard substation layout on a TV screen. Henry retrieves the drawing image out of the files and sends to the TV screen. Design has decided to change the drawing. The change is made with a special pen and sent back to Henry. Henry then saves the new information and produces a microfilm so that many copies can be made and issued.

4:30 p.m.

A distribution engineer has asked for a feeder analysis. At this point, Henry runs the loads out 10 years and sends back information as to when the feeder performance is below standard. The engineer decides to replace the conductor. Henry gives it a try and includes the estimated cost of



ANOTHER FAIR SHARE BANNER. That's what our Company's general office employees won for surpassing 75 per cent in fair share pledges during the Beaumont and North Jefferson County United Appeals Campaign. Presenting the banner was Ben Rogers, general chairman of the 1967 drive, second from left. Accepting were Wayne Holbrook, general office chairman, left, E. A. Werner, our Company's president, second from right, and Jimmy Booker, campaign chairman for our main office, service center and Neches Station drives.

such a change. The engineer tries several changes and then will have the information needed to make a decision.

5 p.m.

Henry does not stop working. Many of his jobs are of a continuous nature in order to have an up-to-date central file ready for action.

Many of the jobs described are already being done using present available electronic equipment. However, Henry and his friends have already been built, and put to work as described. Henry will have to grow, change and evolve into his 1970 GSU capability. The cooperation and involvement of every GSU employee will be required.

The time that Henry will go to work will depend on one group of employees trained to make Henry function. This group must be well organized, well trained and have enough people to get the job done. However, above everything else, Henry's fate will depend upon the support of management.

Prudhomme Retires At Beaumont Nov. 1

HENRY PRUDHOMME, building services, Beaumont, took early retirement from our Company November 1.



Prudhomme

Mr. Prudhomme joined Gulf States in May of 1951 as a laborer in the general offices in Beaumont. He was made a janitor in building services in 1954.

He is married to the former Eunice Simon of Abbeville, Louisiana, and they have one child, Deborah, 8, a third grade student at Our Mother of Mercy School. The Prudhommes are members of Our Mother of Mercy Church and the Short Circuit Club, of which he is treasurer.

Mr. Prudhomme attended public schools in Opelousas, Louisiana, and studied at Lincoln Business College.

Remember This Cover?

Who Won



The Blenders?

Sylvia Luquette and Mary Schlicher, stenographers in System Residential Sales, Beaumont, display the deluxe Hamilton Beach Blender and cookbook as the prize which each of the five lucky winners will receive in the "Guess-the-Cost-Contest."

Lower Estimates Are Winners In "Guess-the-Operating-Cost" Contest

THE AUGUST edition of Plain Talks challenged the realistic thinking of Gulf Staters about the average operating costs of total electric living when it announced the "Guess-the-Operating-Cost" contest. Unfortunately for at least 67% of the 103 entrants, they guessed too high in competing for the five deluxe Hamilton Beach Blenders and full-color cookbooks (retail value \$63.70), one

to be awarded in each division for the closest estimate.

Congratulations to the Gulf Staters listed below, who guessed closest to the average billing for the total electric Gold Medallion home selected in their division. Deep appreciation is also expressed to the employees whose homes were used in the contest.

LAKE CHARLES DIVISION: Edgar DeWoody, serviceman, Lake Charles, estimated the average monthly bill to be \$38.00 for the total electric home of Donald A. Sigur, serviceman, Lake Charles. The actual average bill is only \$38.21.

BEAUMONT DIVISION: Betty McLean, stenographer, Engineering Information Services, Beaumont, estimated the average monthly bill to be \$29.51 for the total electric home of Luther Risber, Jr., purchasing agent, Beaumont. The actual average bill is only \$31.26.

NAVASOTA DIVISION: B. E. Lilley, lineman fourth class, Cleveland, estimated the average monthly bill to be \$33.24 for the total electric home of Jimmy Stout, district serviceman, Somerville. The actual average bill is only \$32.99.

BATON ROUGE DIVISION: N. A. Parrino, meter reader, Baton Rouge, estimated the average monthly bill to be \$29.67 for the total electric home of Herbert DeLaune, residential sales representative, Livingston Parish. The actual average bill is only \$29.96.

PORT ARTHUR DIVISION: Calvin J. Hebert, T&D engineer, Port Arthur, estimated the average monthly bill to be \$29.75 for the total electric home of Roy E. Cowart, line foreman, Beaumont. The actual average bill is only \$28.61.

PORT ALLEN

*In Quest
of Progress*

EVER HEAR OF THE tree that grew in Brooklyn? Well, there's a bridge growing in Port Allen and the impact on the citizenry and area economy should be far more reaching.

It's the multimillion dollar bridge that will put Port Allen residents only minutes away from downtown Baton Rouge, just across the Mississippi River. To say that the bridge will be a shot in the city's economic mainstream would be an understatement.

It will afford all the comforts of small town living, yet put residents only minutes away from bustling

Baton Rouge with its humming refineries, business complex and Louisiana State University. City fathers, headed by Mayor William C. LeBlanc, are gearing for a residential building rush upon completion of the bridge.

To cope with the surge, Port Allen's nine-member Planning and Zoning Commission headed by Thomas W. Thibodeaux, chairman, is carefully plotting the city's growth in an orderly manner. The entire city is zoned and residential areas are plentiful in the new Carolina Place (160 lots) and five-year-old West Side Village.

"We're already needing the room to grow," reports Mayor LeBlanc, who is winding up his second year as head of the city's farsighted and progressive municipal government. "There isn't an empty house in town today. We're already feeling the effects of our improving location to surrounding industry and Baton Rouge."

Mayor LeBlanc has long contended that Port Allen, celebrating its 50th year of incorporation, gives the most services for less taxes and service charges than any city its size in the state. It should be music to the ears of industrialists looking for new frontiers of operation. Thanks to a municipal government that has planned ahead, Port Allen stands ready to handle whatever comes its way.

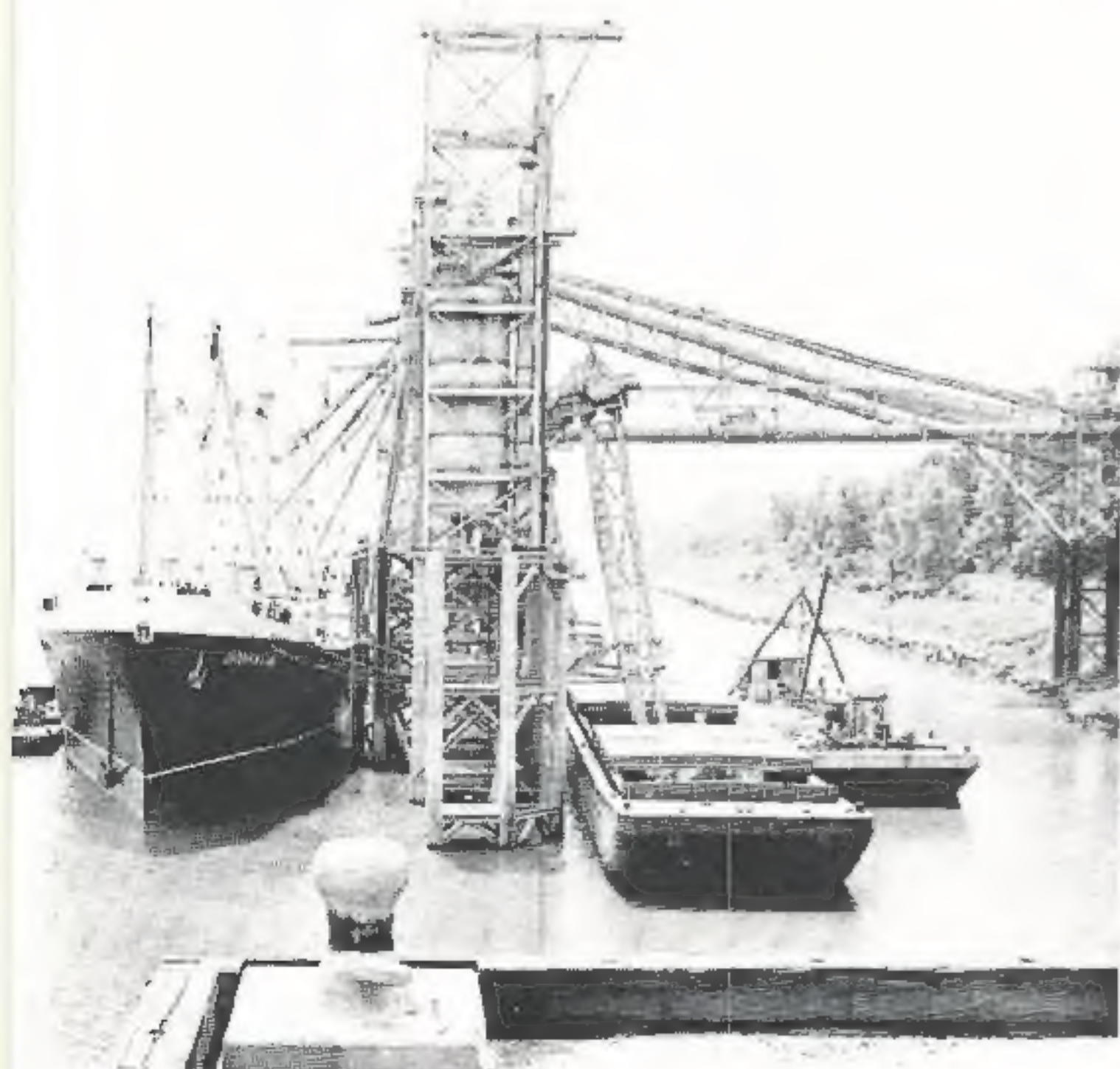
Public-spirited citizens overwhelmingly passed a half million dollar bond issue last year that provided for expansion of the city-owned water and



BIG BUSINESS. Sugar cane fields like this are common in West Baton Rouge Parish, one of 10 sugar bowl parishes in Louisiana. West Baton Rouge Parish is largely agricultural and devoted almost entirely to the growing of sugar cane, which accounts for the area's No. 1 industry. In the background is the Poplar Grove Sugar Refinery.

sewer systems—projects that were scheduled for completion in October. Improvements called for a new water well and elevated storage tower to hold 500,000 gallons and extension of the sewer system to cover the entire city.

Port Allen's industrial climate is a healthy one. Location, labor, land, tax structure, natural resources and community spirit—they're all going for the city that's the governmental seat of history-steeped West Baton Rouge Parish.



BIG BOOST. Though it's called the "Port of Baton Rouge," the deep water port at Port Allen has long been a boost to West Baton Rouge Parish's economy. It is ranked among the 10 busiest ports in the nation.

Its proximity to Baton Rouge, long an industrial hotbed in the South, is one of the biggest factors in its favor when it comes to industrial development. Since the giant refineries and chemical complexes are just across the river, Port Allen is in an excellent location for the home base of satellite industries—or businesses that serve the larger plants with some product or service.

The availability of land is another plus factor going for civic leaders intent on luring new industrial income. A citizenry that wants to do its part has made available huge tracts of land ideally suited for industrial development for some time in the future.



The only restriction on the horizon is the Atchafalaya swamp on the west, and that will be no barrier for years.

Transportation-wise, Port Allen may have no equal along the Gulf Coast. The city and parish are hard against the Mississippi River, whose heavy shipping puts the port city in touch with the world, and the barge traffic is big business on the nearby Intra-coastal waterway. In addition, there's the new Interstate Highway 10, the old U. S. Highway 190 and Louisiana Highway I to attract the industry whose lifeblood is quick, economical transportation.

The Mississippi River is also invaluable because of its supply of process water for industry and as a site for industries requiring water.

Mayor LeBlanc is quick to point out that the city and parish offer a



AT WORK FOR CIVIC BETTERMENT. It isn't unusual to see our Company's Leslie Kent, local superintendent, standing, meeting with such officials as Port Allen Mayor William C. LeBlanc, left, and T. W. Thibodeaux, chairman of the city's Planning and Zoning Commission and vice president of the Bank of West Baton Rouge. Mr. Kent works closely with city fathers on civic affairs as well as company matters.

good labor supply too. "One of our area's greatest assets is the large number of potential employees," the mayor pointed out. "The last census showed almost 5,000 people over 14 years of age who were not in the labor force and over 300 unemployed people. This provides a good work pool for potential employees for industries interested in coming our way."

Last but not least is the city's community spirit, always a drawing card for industrial leaders who are careful to choose a wholesome atmosphere for their employees. The attitude on the part of the people has evidenced itself by the voting of new taxes and bond issues in order to provide needed public improvements. Educational and recreational facilities also reflect a

community brimming with pride and direction.

Further evidence of Port Allen's civic pride is that 75 per cent of the homes are owner occupied, one of the highest rates in the state. The neatness and attractiveness of the homes reflect the care and attention of owners.

Port Allen is indeed on the go. And the ingredients for growth include ingenuity, energy, foresight, long-range planning, a helping hand from Mother Nature and more than its share of friendly people with their city at heart.

These, tempered with the calm and mature judgment of Mayor LeBlanc and other civic leaders, have combined to establish Port Allen as one of Louisiana's smaller key cities.

PICTURESQUE GOVERNMENTAL HEADQUARTERS. Port Allen is the parish seat of West Baton Rouge and this picturesque new court house of Southern architectural design never fails to get the attention of tourists.



"Shot" Shooting For Half Century



SHADES OF YESTERYEAR. Sheldon G. (Shot) Sibley, substation mechanic, Lake Charles, "cut his teeth" with our Company aboard one of these coal trucks while still a teenager. Mr. Sibley spent many years aboard the old ice wagons and coal trucks like this.

SERVICE AWARDS ARE commonplace around industry today, and 30 and 40-year pins aren't anything out of the ordinary either.

But our Company's Sheldon G. (Shot) Sibley, substation mechanic, Lake Charles, should be the exception. Mr. Sibley was presented his 40-year pin in August to become the youngest 40-year man in Gulf States' history. He was 54 years old.

That's right, he was a youngster when he got on our Company's payroll

that steamy August day in 1926. Only 14 to be exact. And when he's 65, Mr. Sibley will have 51 years service with Gulf States.

A native of Lake Charles, he still recalls when he was hired as an ice carrier on a mule-driven wagon by our predecessor firm, Louisiana Electric. Mr. Sibley had been working at the old Excelsior Dairy and at the end of the 12-hour days, which included milking some 30 cows, he was usually worn out.

He was sprawled across his front porch after one of those days when he saw one of the ice wagons moving slowly past his home. "The slow pace of that wagon going house to house looked pretty good to me," Mr. Sibley recalls, "so I talked to the driver about a job. The driver told my parents that he would give me a trial run to see if I could handle the job.

"After two weeks without pay, I was officially hired as a wagon helper at 21½ cents an hour—about \$45 a month."

It wasn't much money, remembers Mr. Sibley, but it helped support his family. His father was involved in the big railroad strike of 1926 and times were hard for the Sibley family.

In 1926, our Company's Lake Charles operation included ice, coal, artificial gas, electricity and street cars. Mr. Sibley has some vivid memories of his early days of employment on the mule-driven ice wagons.

"I would go to work at 4 a.m., get the mules and wagon and then load up 300-pound blocks of ice," he reflected. "Good service to customers was important in those days like it is now. I remember that we had to pull off our shoes at the porch of many houses before carrying ice inside. We had to do it all through the winter in rain, sleet and snow."

Coal was the most popular heating fuel for homes at that time and Mr. Sibley eventually wound up on a Model-T coal delivery truck. It was here he almost had his GSU career cut short—by firing.

"We used to drive along the street slowly, yelling 'Coal,'" he remembers, "and the customer would yell back where he wanted the coal dumped. Most customers wanted it dumped in the back of their homes in coal bins. But one day a voice came back from a real nice home belonging to a doctor telling us to dump it right in the front yard.

"It was unusual but someone repeated the instructions two or three times. That was enough to convince us so we backed the truck right up in the middle of the front yard and

dumped the coal. It had been raining and the truck got stuck. By the time we got back into the street, the doctor's front yard was really a sight."

It didn't take long for the complaint to reach our Company's Lake Charles office and it took even less time for Mr. Sibley and his helper to get called on the carpet.

"Come to find out, the mystery voice that told us to dump the coal in the front yard came from a parrot on the doctor's front porch. We didn't get fired but we had to go out to the swamp after work and dig dirt to fill up the holes and tire tracks—after we finally got the coal moved."

Needless to say, parrots haven't been one of Mr. Sibley's favorite pets since.

From the ice and coal jobs, he progressed through the water and gas departments to our present day electric operation and is headquartered at our Lake Charles Service Center.

"I've seen the company come a long way in my years," Mr. Sibley said. "I've had some good and bad years along with the company and I wouldn't trade a one of them now for anything. I'll be mighty proud to get my 50-year service award."

YOUNGEST EMPLOYEE. That's the title owned by Sheldon G. (Shot) Sibley, who joined our Company on a full-time basis in August of 1926 when he was only 14 years old.



THE WAY IT WAS BACK THEN. It looks a lot different today but the busy pace was the same at our Company's Lake Charles service center in the late 1920's, recalls Sheldon G. (Shot) Sibley. Mr. Sibley's first jobs were hauling ice and coal from house to house.



SERVICE AWARDS

THIRTY YEARS



Samuel Arceneaux
T&D
Jennings



S. T. Cooper
T&D
Franklin



Holly Downs
T&D
Navasota



Charles Gary
Sales
Lafayette



H. G. Holland
T&D
Lake Charles

TWENTY YEARS



R. L. Cochran
Production
Neches Station



Allie Gloria
Treasury
Lake Charles



L. P. Hebert
T&D
Port Arthur



C. M. Heichelheim III
T&D
Jennings



J. C. Melancon
T&D
Baton Rouge

FORTY YEARS



R. J. Robertson
Production Manager
Beaumont

TEN YEARS



A. L. Brady, Jr.
System Production
Beaumont



Carter G. Davis
System Treasury
Beaumont



Rosta Guillory
T&D
Lake Charles



H. R. Rouse
System Treasury
Beaumont

Five Plan to Retire December 1



Renix J. Broussard



John L. Brown



Lee T. Haney



Tom E. Hensley



Leroy V. Homuth

Hensley

TOM E. HENSLEY, a master repairman, Neches Station, will end over 41 years of service with our Company upon his retirement December 1.

Mr. Hensley, a native of Talpa, Texas, joined our Company February 10, 1925, as chief engineer at our predecessor company's Somerville power plant. He was transferred to our Hempstead plant as chief engineer in 1929 and was moved to Liberty in the same capacity in 1930.

Mr. Hensley was promoted to watch engineer in 1933 and transferred to our Jasper power plant. He was made an operator in 1936, and chief engineer in 1939. He was transferred to our Neches Station at Beaumont in 1942 as a repairman first class and was promoted to master repairman there in 1957.

Mr. Hensley is married to the former Ethel Wilson of Lampasas, Texas, and they have one child, Mrs. Ruth Hensley Jonte of Vidor, Texas. The Hensleys are members of Roberts Avenue Methodist Church and he is a member of Tolerance Lodge No. 1165 of Beaumont.

Mr. Hensley is a member of the "Turtle Club," an organization made up of utility workers who have had their lives saved or have been spared serious injury by wearing safety hats.

Brown

JOHN L. BROWN, water plant operator, Louisiana Station, will end over 36 years service with our Company and predecessor company when he retires December 1.

Mr. Brown joined Stone and Webster at Baton Rouge as a helper in February of 1930. He became a treating plant helper with our Company in April of 1931 and progressed to treating plant operator in January of 1933. He was made a water plant operator in August of 1936.

Mr. Brown, a native of White Castle, Louisiana, is married to the former Claylia Bourgoyne of Plaquemine, Louisiana, and they have six children, Carl, John Lewis, Jr., Donald, Shirley, Melba and Anna.

The Browns are members of Saint Charles Borromeo Church and he is in the Usher Society. They also belong to the Howell Park Civic Association.

After retirement, Mr. Brown plans to devote more time to his camp life of fishing, general camp improvements and cutting logs.

Homuth

LEROY V. HOMUTH, line foreman, Port Arthur T&D, will culminate over 43 years service with our Company upon his December 1 retirement.

Homuth, a native of LaGrange, Texas, joined our predecessor company in 1923 as a helper in the line department in Port Arthur. He progressed to lineman in 1924 and was promoted to subforeman in 1937.

Mr. Homuth was elevated to line foreman in 1939 at Port Arthur.

He is married to the former Adell Donham of Smithville, Texas, and they have one son, Billy Leroy of Beaumont. The Homuths are members of the Methodist Temple and he is a member of the men's Bible class there.

Haney

LEE T. HANEY, store room supervisor, Navasota, will culminate 37 years service with our Company upon his retirement December 1.

Mr. Haney, a native of Nacogdoches, Texas, joined Gulf States in September of 1929 as a groundman in Navasota T&D. He was made a patrolman in December of the same year and was made a store room keeper in Navasota accounting in 1937. He was made a store keeper in 1938 and was made store room supervisor in 1952.

Mr. Haney is married to the former Ida Lee Binford of Navasota and they have three children, G. W. (Dub) Haney of Mountain Home, Texas, Jack Haney of Houston and Mrs. Alvin Haney Voelter of Sugarland, Texas.

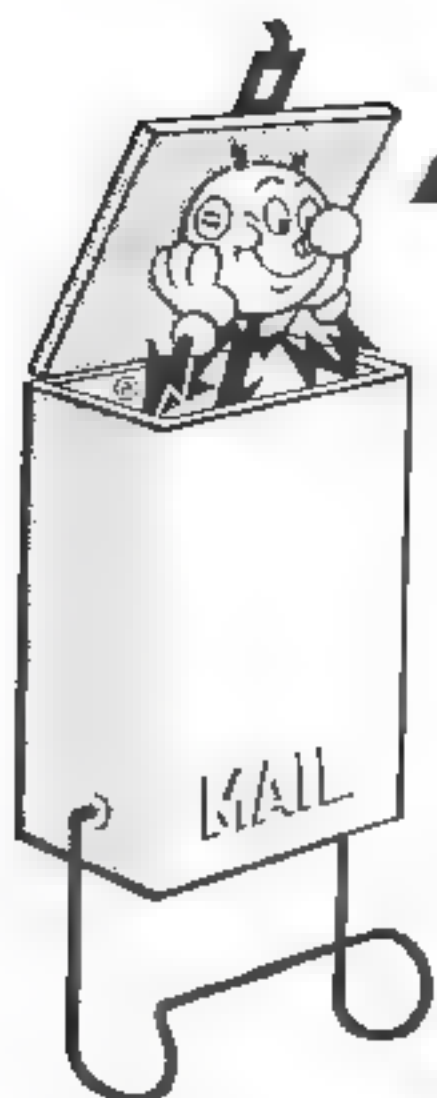
The Haney's are members of the Baptist Church. He attended public school at Waller, Texas, and attended Massey Business College in Houston.

Broussard

RENIX J. BROUSSARD, line foreman, Lafayette, will end over 29 years service with our Company upon his December 1 retirement.

Mr. Broussard, a native of Loreauville, Louisiana, joined Gulf States February 1, 1937, as a helper in the Lafayette line department. He progressed to lineman first class in November of 1943 and was promoted to line foreman in August of 1948.

Mr. Broussard is married to the former Rose Drago of New Iberia. They are members of Saint John's Cathedral and he is a member of the Knights of Columbus Council 1286. He is also a member of the Nocturnal Society of Cathedral Parish and he is captain of the Usher Society.



Let's Read Our Mail

FROM ORANGE:

Miss Jane McKenzie
Gulf States Utilities Company
Orange, Texas
Dear Miss McKenzie:

May I take this opportunity to express, again, my own appreciation and that of the Methodist Men of St. Paul's Methodist Church for your excellent presentation for our Lady's Night program on Monday evening.

Our guests, the ladies, expressed the feeling that this was the best program they could ever remember. I was sure this would be the case but wanted you to know how very much your excellent demonstration was appreciated.

Again, may I thank you and your fine company for a most enjoyable evening. You were a most gracious hostess to us.

His servant and yours,
Robert H. Robinson
Pastor

FROM PORT ARTHUR:

Mr. James A. Stelly
Gulf States Utilities Company
Port Arthur, Texas
Dear Mr. Stelly:

On behalf of the faculty and student body of Woodrow Wilson Junior High School, we want to thank you so very much for the wonderful picture of former president Woodrow Wilson. It was very thoughtful of you all to arrange this picture so we can display it. It will be given a prominent position so that people may see it.

Again, thanking you for all of us,
I am

Sincerely yours,
George F. Gray, Principal
Woodrow Wilson Junior High
Port Arthur, Texas

FROM DENHAM SPRINGS:

Mr. F. G. Hornsby
Gulf States Utilities Company
Baton Rouge, Louisiana

I would like to express my appreciation to you and Gulf States for allowing me to work during the past two summers.

My earnings have enabled me to continue my education without financial burden on my family.

In addition to the money earned, I feel that I will benefit in the years ahead because of knowledge I acquired while an employee. I will certainly always appreciate the work of a great utilities company.

Sincerely yours,
Danny Britton
Denham Springs, Louisiana

FROM MARYLAND:

Dear GSU Employees and Retired Employees and Friends:

I want to thank everyone of you for the lovely wallet and contents. I can never thank each and every one of you for the lovely gift.

I am in Anna Maria Island, Florida, on my way to Miami. We have had a wonderful trip. We plan to be in Edgewater by the 22nd of October.

Thanks again,
Gertrude Peddy
Route 2, Box 53
South River Park
Edgewater, Maryland

Lotta' Gas!

By July 1, 1966, U.S. motorists had paid an estimated \$100 billion in state and federal motor-fuel taxes since the first levy was enacted in 1919.

G. W. Smith Authors Story For Magazine

GERHARD W. SMITH, application engineer in Engineering Services, Beaumont, turned author to write an article on how our Company increased efficiency and growing needs for more power without excessive expenditures for Electrical South magazine.

"Just as secondary voltages have increased for certain types of loads (277/470 volts) and transmission voltages are increasing (500kv), it was inevitable that engineers would turn to higher primary distribution voltages," Mr. Smith penned. "After all, one of the basic electrical equations states that power varies directly as the voltage squared and inversely as the resistance.

"This simply indicates that for a given size conductor and conditions, the power delivered will be increased as the square of the ratio of the two voltages."



SERVICE AWARD TIME. E. A. Werner, president, right, presents a 40-year service award emblem to R. M. Tompkins, supervisor of storeroom, Beaumont service center, during brief ceremonies in October at our main office. Mr. Tompkins came to work October 1, 1926, in the Beaumont auto garage.



WEATHER EQUIPMENT GONE ASTRAY. Sulphur servicemen W. T. (Billy) Murrell, in basket, and Guy Settoon investigated a call to check out some "strange equipment" across a 13 kv feeder line and found this U. S. Weather Bureau parachute and equipment that had been released in Lake Charles. It had fallen across our lines during a rainstorm.

Sympathy to:

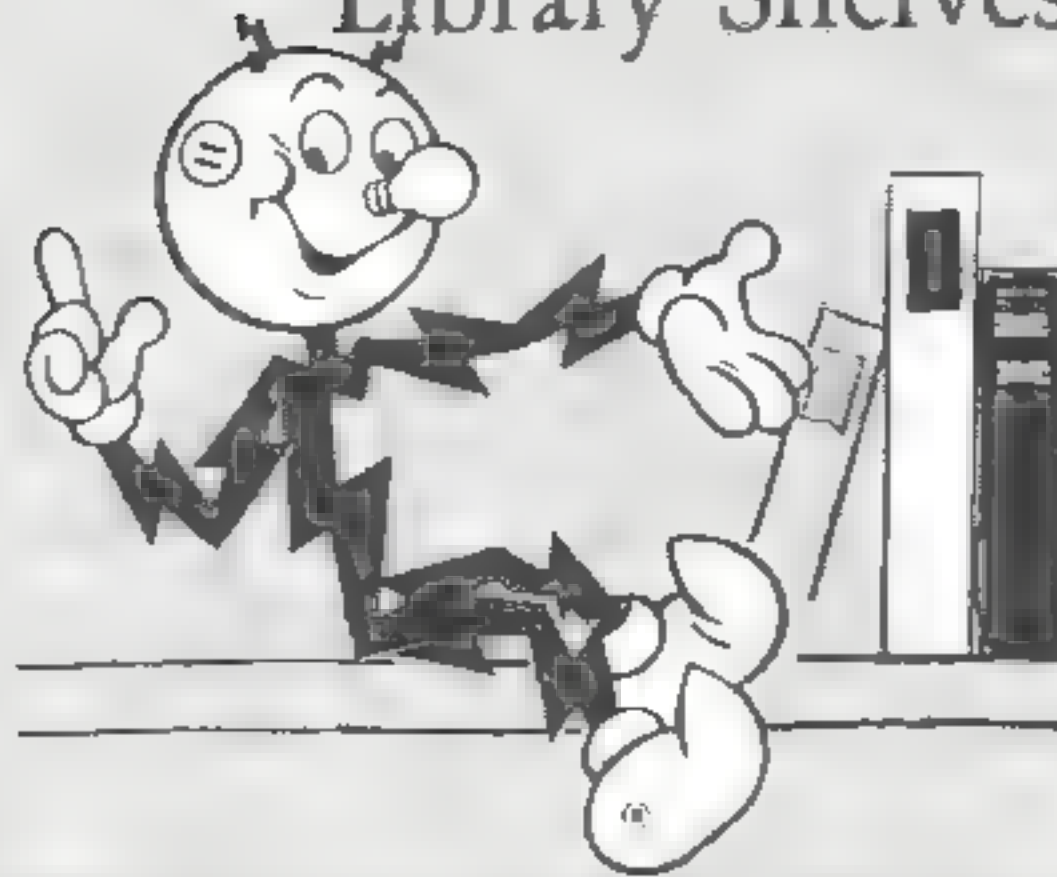
Survivors of **MRS. RHEA HUDNALL**, widow of the former Liberty District superintendent. Mrs. Hudnall died on October 19. Mr. Hudnall, who retired in 1957, died a year ago.

HENRY MARINO, System Services, Beaumont, and **MRS. MINNIE BERLIN**, Systems and Procedures, Beaumont, on the death of their father, Henry, October 17.

EDWARD C. McGEHEE, Roy S. Nelson Station, on the death of his mother, Lodi De Seay McGehee, September 26.

THE R. H. LAWTONS, he's just retired as superintendent of Louisiana Station, on the death of their daughter, Mrs. Jean Lawton Brown, in Beaumont October 24.

On Our Library Shelves



The following is a list of new books recently added to the Company Library in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by employees throughout the system. You are urged to make use of this facility.

Business Conditions Analysis by John P. Lewis. Treats the applications of macroeconomic analysis to the diagnosis and prediction of domestic business conditions. The author's main purpose is to give a lively appreciation of the kinds of general economics analysis and forecasting practiced by "working economists" in business and government.

Twentieth Century Common Sense and the American Crisis of the 1960's. An invitation to think. Perhaps a republic can be saved by the voting influence of a well-informed, public-spirited minority as readily as it can be destroyed by the self-seeking of smaller minorities who are not effectively opposed.

Economics of Scale in the Steam-Electric Power Generating Industry by Suilin Ling. Primary objective of this book is the construction and analysis of cost functions for steam-electric power generating system.

Management Policies I by M. Valliant Higginson. Detailed Research Study covering the many aspects and types of corporate policy—a subject too long neglected and misunderstood. Here is information for creating meaningful plans of action to direct the course of any business organization.

Hurricane Hilda 3-5 October 1964. Report on Hurricane Hilda.

The National Labor Relations Act and Management's Objectives in Collective Bargaining by Benjamine Werne. Written to facilitate a more thorough understanding of the problems and procedures covered by the broad term "labor relations". It surveys and analyzes the process of collective bargaining, within the framework of the Labor Management Relations Act. Also, the actual negotiation and writing of contract clauses are considered.

Managers Must Lead! by Ray A. Killian. For the ambitious supervisor who is seriously dedicated to climbing the ladder of management success. It deals specifically with those keys to management growth that are based on results through people.

Sixty Centuries of Copper by B. Webster Smith. The story of copper and its principal alloys, bronze and brass, is virtually a chronicle of human endeavor since man emerged from the Stone Age.

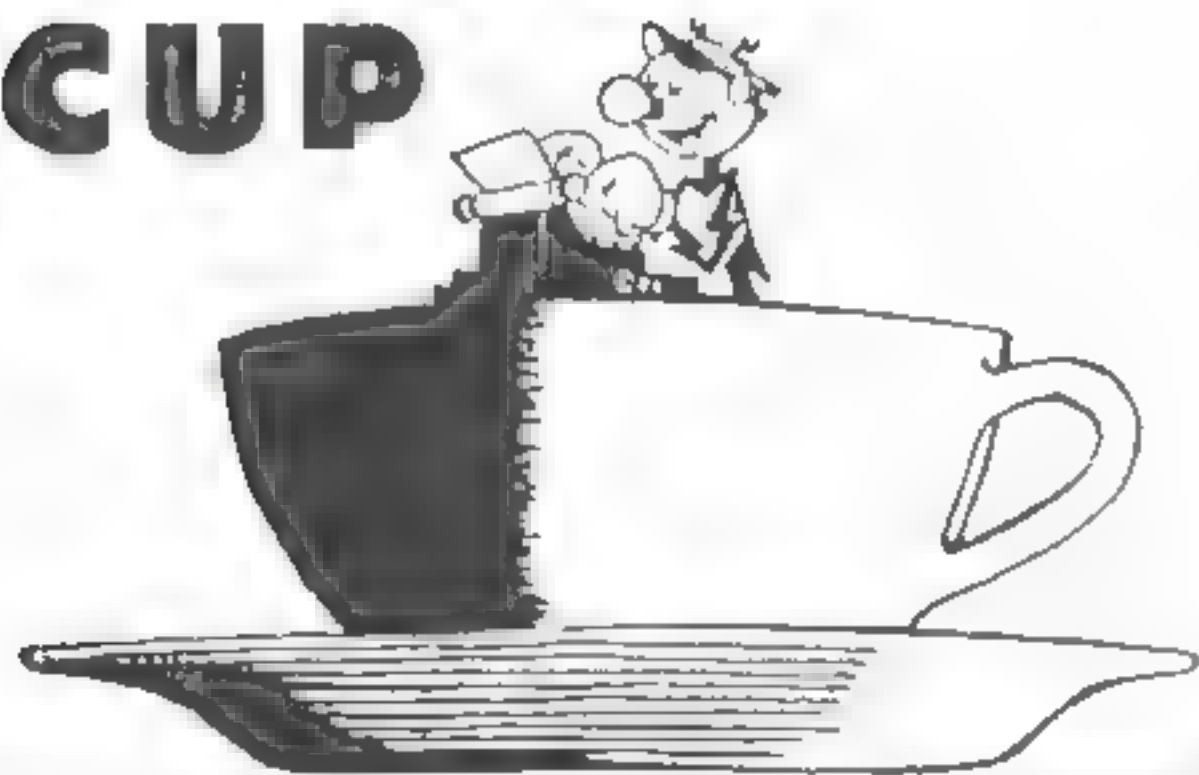
The Story of Gulf States Utilities Company 1912-1947 by Howard Ricks Fussell. This thesis is an investigation of the origins and development of Gulf States up to July 1, 1947, on which date it separated from the holding company system that brought it into being.

Gulf States Utilities Company Disaster Manual (reference). The general disaster procedure is developed to provide an overall general plan applicable to all phases of our Company's business for the purpose of minimizing damage and loss of property and to facilitate the restoration of electric and gas service.



DEPARTMENT HEAD SPEAKERS. "People, Power and Progress," the title of the department head meetings held October 31 in Beaumont, November 1 in Baton Rouge and November 2 in Lake Charles, were presented by the Operating Department under the direction of R. E. White, system operations manager, behind the podium. The speakers and their topics were, from left, Guy Miller, operating supervisor, Baton Rouge, EHV progress report; Leroy Bodemann, division engineer, Beaumont, improving customers service; Frank Jones, operating superintendent, Port Arthur, recruiting, training and developing T&D employees; Howard Mack, division engineer, Lake Charles, serving a new power customer; and Floyd Marston, distribution supervisor, Baton Rouge Gas Department, gas operations in Baton Rouge.

COFFEE CUP



LAKE CHARLES

LAKE CHARLES DIVISION has three new employees, **VICKI VICKERS** and **CAROLYN BRANCH**, both departmental clerks, and **RON McKENZIE**, an engineer.

Congratulations go to **MR. AND MRS. CHESTER J. LANDRY**, he's a first class mechanic in the Lake Charles substation crew, on the birth of a girl, **MELANIE ANN**, born September 26, and **MR. AND MRS. JULES G. BENOIT**, he's a helper in the line department, on the birth of a girl,

PAMELA DENISE, born September 28.

Lake Charles engineering has lost three employees, **ED MOORE** and **FRED BUNCH**, both leaving to go to work at Kaiser Aluminum, and **ELLSWORTH SPERLING**, who left to become a consulting engineer in Beaumont.

MR. AND MRS. EMERY FRUGE, he's a line foreman in the line department, spent Labor Day weekend in McAllen, Texas, and Reynosa, Mexico. They went hunting and had a successful trip, killing over 500 white wing doves. The Fruges reported a "very good time both hunting and on the nightly trips to Mexico to eat and shop."

Our sympathy to **E. F. HEARD**, lineman, who hurt his ankle at home and is still limping around although back on the job. Mr. Heard reported his home stay was spent before the television and entertaining his two-year old daughter, **POLLY**, who really enjoyed his home stay.

JAMES T. (RIP) VANWINKLE, foreman, substation department, attended the General Electric supervisory control equipment maintenance school in Baton Rouge October 11-12. **J. F. SIMONSON**, supervisor, substation department, attended the Southeast Electric Exchange meeting in Atlanta, Georgia, October 12-14. **HUGH HOLLAND** returned to work October 17 after a four-week vacation which was spent visiting relatives and resting.

Welcome aboard to **HORACE J. GRADNEY** of Lake Charles, a new employee in the substation department.

MR. AND MRS. ROBERT STEWART, he's a serviceman in the Lake Charles service department, have a new boarder these days, John Parker Stewart, who came to live in Lake Charles on September 26.

—Gail Faver



RETIREMENT TIME. Farewell wishes were the theme of this get-together for **R. H. Lawton**, who retired as superintendent of Louisiana Station. Fellow employees gave the going-away party for the "boss" just before he cleaned out his desk.



Welcome Aboard!

BILLY C. MOORE, production, Neches Station.

BILLY J. PEGUES, T&D, Beaumont.

GARBER C. REEVES, T&D, Beaumont.

HERBERT W. STOLZ, JR., T&D, Navasota.

CHARLIE BURZYNSKI, JR., T&D, Navasota.

LINDA B. KEENER, T&D, Navasota.

TRUMAN L. BROWN, T&D, Cleveland.

JAMES Q. CANNON, T&D, Port Arthur.

Thomas M. LANDRUM, T&D, Baton Rouge.

BOBBY G. LAMBERT, T&D, Baton Rouge.

PAUL D. ANDERSON, T&D, Baton Rouge.

MICHAEL D. PATTISON, T&D, Baton Rouge.

LAURENCE J. POURCIAU, T&D, Baton Rouge.

JAMES W. EASLEY, T&D, Baton Rouge.

ADAM RICHARD, JR., T&D, Maringouin.

CHARLES R. PARIS, T&D, Lake Charles.

EBY J. HENRY, JR., T&D, Lafayette.

ANDREW B. MOOREFIELD, JR., III, Information Services, Beaumont.

STEVE C. ALLEMORE, System Services, Beaumont.

RALPH R. COOK, Engineering Services, Beaumont.

KERN D. ROGERS, Engineering Services, Beaumont.

EUGENE C. MICHON, Engineering Services, Beaumont.

RODNEY A. DYSON, SR., Engineering Services, Beaumont.

DARRYL R. PIERCE, Engineering Services, Beaumont.

LINDA K. HARGRAVES, Engineering Services, Beaumont.

JUDITH F. RAIFORD, Rate, Beaumont.

JUDY N. MONK, Purchasing, Beaumont.

ROBERT L. CRUSE, General Accounting, Beaumont.

GEORGE B. MURRAY, III, meter reader, Beaumont.

CAROLYN L. FONTNO, Customer Accounting, Beaumont.

VIRGINIA K. VARNES, Customer Accounting, Beaumont.

KENNETH W. THOMPSON, meter reader, Orange.

EILEENE D. MALLETT, Customer Accounting, Baton Rouge.

LEO F. WARE, meter reader, Denham Springs.

BARBARA N. WILKERSON, Customer Accounting, Lake Charles.

LORRAINE W. TALLY, Customer Accounting, Lafayette.

JOE H. WARREN, residential sales representative, Beaumont.



KNOWS THE SCORE. Christmas is nearing and young Bobbie Lee Greeson, Jr., can feel it in the air—or so it seems. Bobbie, who lives in New Orleans, is the grandson of Mr. and Mrs. Bonnie Thompson, he's in residential sales, Beaumont, and the great nephew of retired GSU'er H. P. Robichau, Jr.



Mr. and Mrs. Prentice C. Cooper, he's a helper in Orange T&D, on the birth of a son, Charles Allen, born October 11.

Mr. and Mrs. James A. Meitzen, he's supervisor of planning and testing at Willow Glen Station, on the birth of a son, James, Jr., born September 18.

Mr. and Mrs. Eddie L. Pool, he's a lineman first class in Port Arthur, on the birth of a son, John Regan, born September 22.

Mr. and Mrs. Larry L. Aillet, he's a helper in Port Allen T&D, on the birth of a son, Paul Anthony, born April 6.

Mr. and Mrs. Robert Chapman, he's an engineer at Roy S. Nelson Station, on the birth of their second daughter, Tanya Nicole Chapman, on September 25.

Mr. and Mrs. Milton H. Pharr, he's an equipment operator at Roy S. Nelson Station, on the birth of a daughter, Ann Marie Pharr, on October 14.

Mr. and Mrs. Quincy R. Hollis, Jr., he's in Stores and Salvaging, Beaumont, on the two little newcomers to the Hollis household last month. The sisters are named Rebecca Lorene, 7, and Cynthia Ruth, 6. Best wishes to the happy Hollises, who already have two boys.

Mr. and Mrs. Chester J. Landry, he's a first class mechanic at Lake Charles Substation, on the birth of a girl, Melanie Ann, on September 26.

Mr. and Mrs. Jules G. Benoit, he's a line department helper, Lake Charles, on the birth of a girl, Pamela Denise, on September 28.

Words about U. S. Savings Bonds by President Johnson: "We are determined that this investment shall continue to be the safest, and the soundest, and the most successful in all the world".



Around the System

OUCH! That was the word at our main office in Beaumont October 21 as employees had an opportunity to take free flu shots. Taking advantage of the chance here is W. T. Ricks, purchasing agent, Beaumont. Flonnie Graham of Dr. H. E. Alexander's office administers the shot.

BIG WINNER AT FAIR. Our Company's exhibit was a double winner at last month's South Texas State Fair at Beaumont. Tom Lackey, exhibits chairman of the fair, left, presents the first place ribbon in the large exhibitors division and grand prize ribbon for all exhibits to Rex Lee, Beaumont division manager, middle, and Ralph Spafford, supervisor of residential sales, Beaumont. The GSU exhibit, designed by the system Advertising Department, featured a Reddy Kilo-watt puppet show, a movie film and a contest for spectators.





SEAFOOD CHAMP. Darla Hine, daughter of Mr. and Mrs. A. E. Hine, he's district line foreman, Jennings, walked off with first place in the rice and seafood category of the Parish Rice Cookery and Demonstration Contest held at our Company's Jennings office October 15.



COOKING WINNER. Evette Caraway, niece of Mary Gauthier, local office clerk, Jennings, won first place in the rice dessert category of the Parish Rice Cookery and Demonstration Contest held October 15 at our Company's Jennings office. Mary Elaine Deshotel, daughter of Mr. and Mrs. John J. Deshotel, he's a district serviceman in Jennings, won first in the senior division rice and meat category.



ORANGE EMPLOYEES WIN AGAIN. One of the most effective ways to help our less fortunate neighbors is through united giving—one gift once a year. Nobody realizes it more than our Company's 167 employees in the Orange District and at Sabine Station. Seventy-three per cent of them pledged fair shares to Orange County's 1967 United Fund Campaign to win Fair Share Awards. Displaying the Orange District award in the top photo are, from left, Darrelton Richardson, Marie Wingate, Gene Koci, chairman Don Cowen, Teresa Bryan and Texas Ferguson. Showing off Sabine Station's plaque in the bottom photo are, from left, chairman Joe Brown, Kathy Fuller and Robert Sellars.





HOME BUILDERS MEETING. A subject of interest to nearly everyone, "How Much More Tight Money?" was discussed by Dallas banker-economist Arthur Smith of the Sabine Area Home Builders Association Meeting sponsored in Beaumont last month by our Company. Identifiable at the head table are, second from left, Robert Sherwood, vice president, Engineering-Production; L. M. Welch, vice president, Operations; Joe Trum, SAHB secretary; John Winter, SAHB president; Randy McAlpine, Beaumont sales superintendent who introduced the speaker; Mr. Smith; Chairman Glenn Richard; C. M. Scott, Port Arthur division manager; and Rex Lee, Beaumont division manager. Jim Stelly, Port Arthur division sales superintendent, is in the foreground.

AWARD TIME. L. M. Welch, vice president and manager of division operations, right, presents a 40-year service award emblem to R. B. Cash, local superintendent, Hull, during a coffee and cake session attended by 12 guests. Looking on proudly is Mrs. Cash. Mr. Cash joined our Company on September 13, 1926, at Port Arthur.

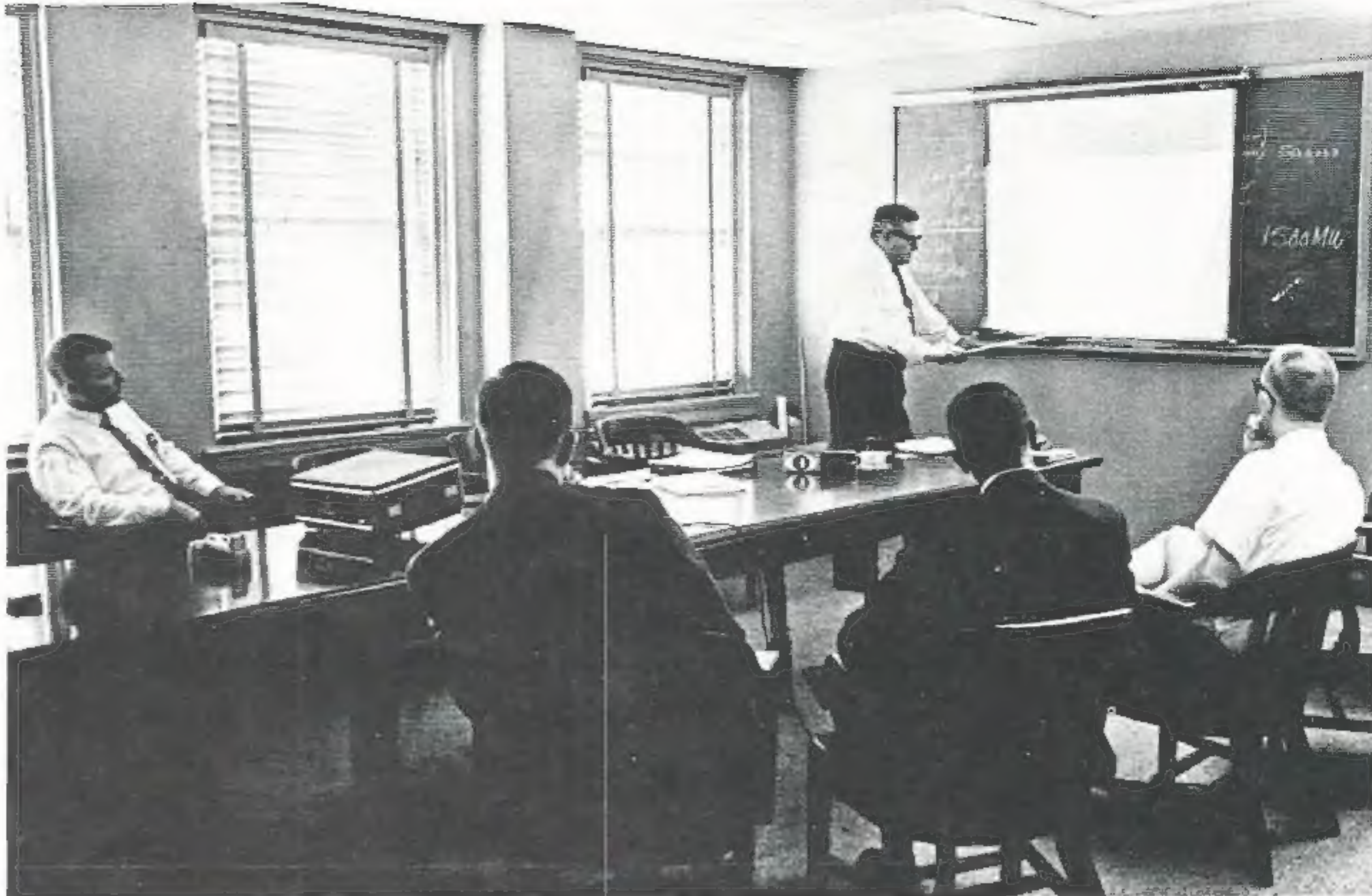


AWARD TIME. N. C. Spencer, director of engineering, admires the 10-year lapel pin presented to Dan H. Poulson, building design supervisor, by the Business, Owners and Managers Association's School of Management at Houston. Mr. Poulson, who has been instrumental in the design of our Company's new Jennings and Dayton offices, has attended the annual four-day school for the last 10 years. The building management and operations school attracts managers and supervisors from all walks of business across the Southwest.



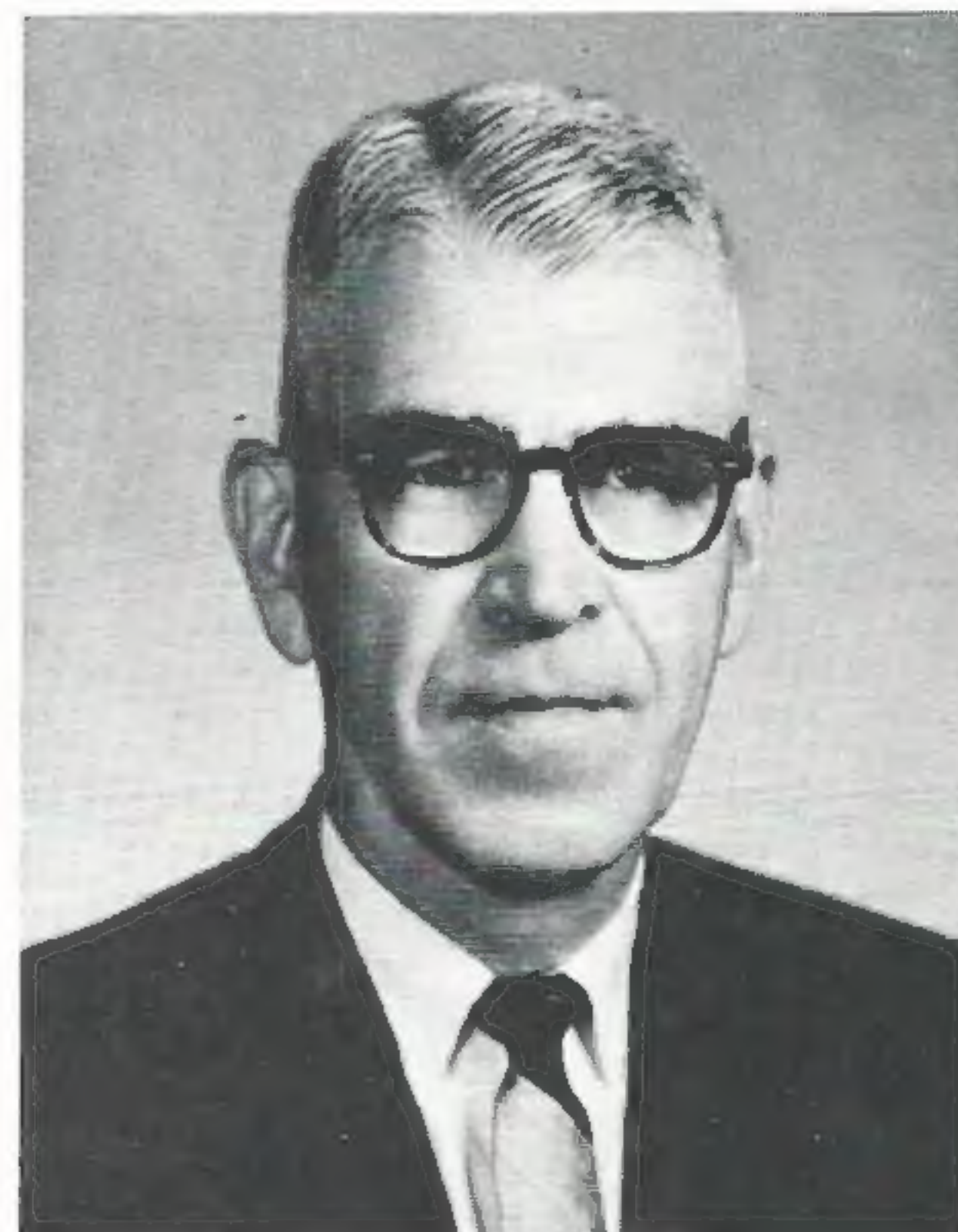
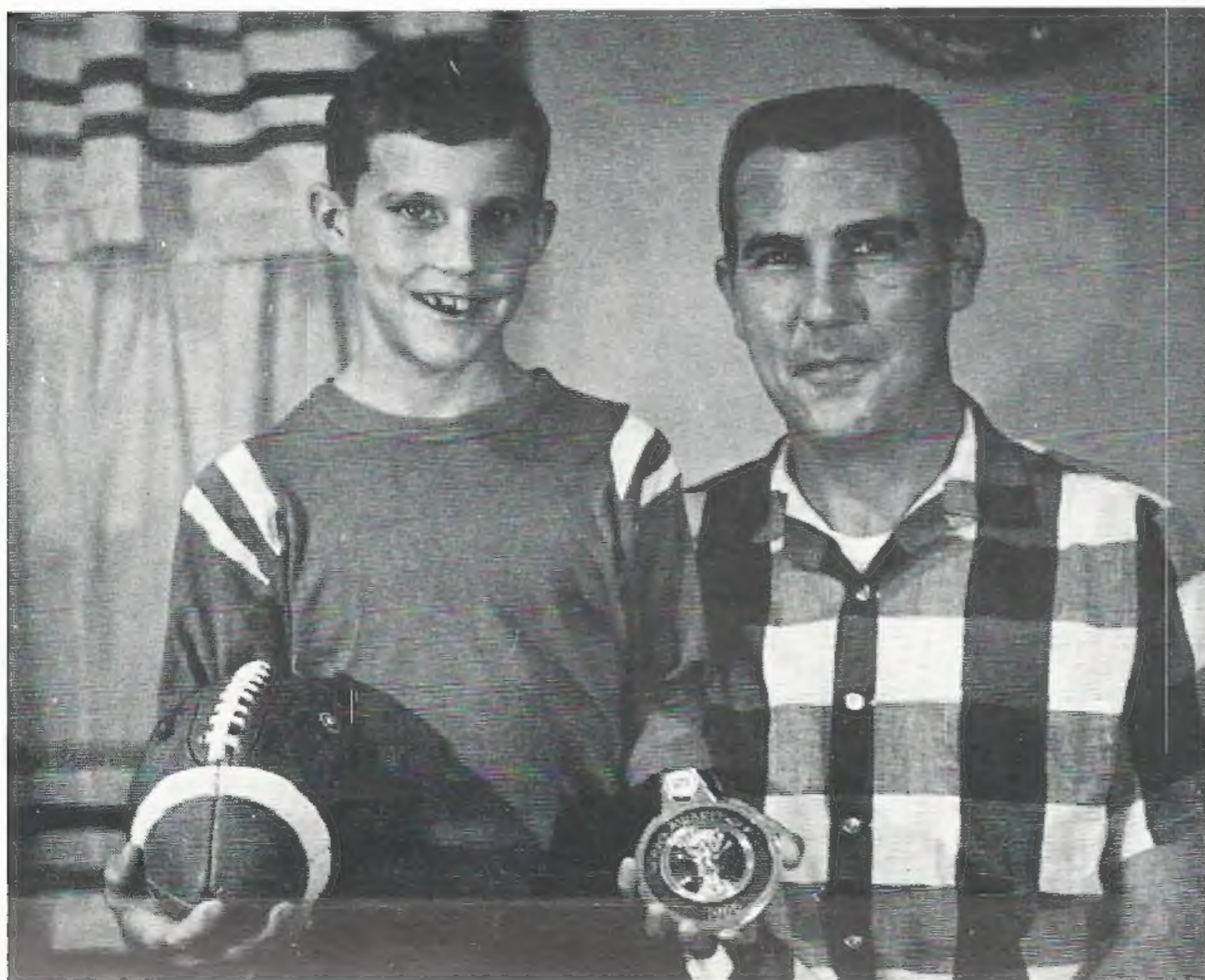


HASN'T CHANGED. The beach at High Island hasn't changed much since this was taken 36 years ago. And M. A. Merchant, now supervisor of Records Management, Beaumont, has lost none of the good-natured personality with which he greeted the rising sun and a photographer way back in 1930. There was a depression going on, but Merch didn't seem depressed.



GET WORD ON INTERCONNECTIONS. Austin J. Mary, director of System Services, Beaumont, described interconnections both on the Company and national levels October 7 to a graduate class in economic operation of power systems from LSU. Making the trip from Baton Rouge to our main office in Beaumont were Marion E. Counat, Javier Rodriguez, John A. Melton, James E. Cross and Kenneth M. Duvall.

GRIDIRON CHAMP. Well, at least the punt, pass and kick champ among his eight-year old playmates. That's Kelly Grimes, son of Jim Grimes, systems analyst, Beaumont, proving it as he shows off the medallion and pin awarded him for finishing first in the annual Nederland Punt, Pass and Kick Contest sponsored by Ford Motor Company and the Jaycees. Kelly walked off with top honors in the eight-year old division.



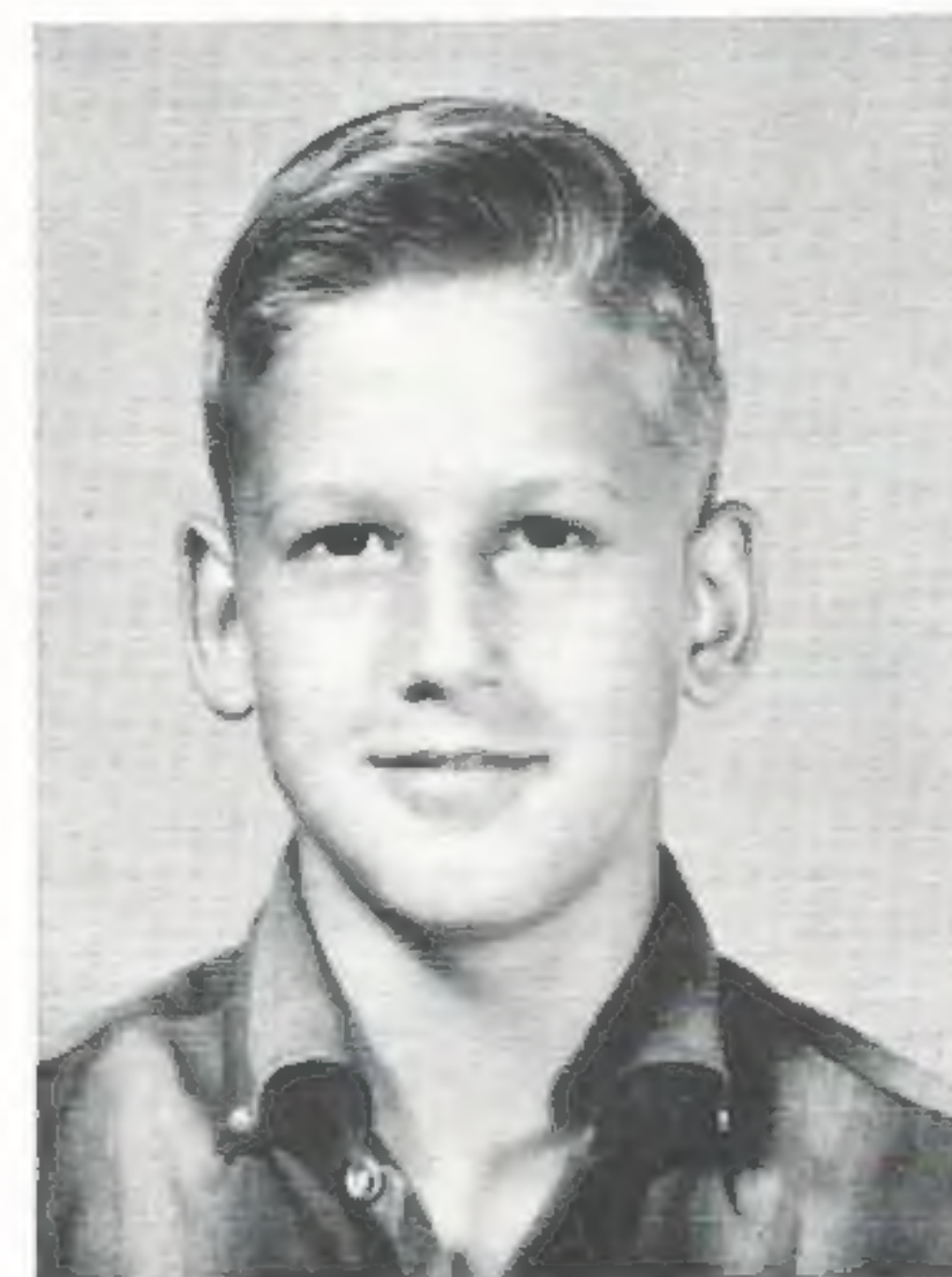
SEE CHAIRMAN. R. W. Sherwood, vice president, engineering and production, has been named chairman of the Engineering and Operation Section of the Southeastern Electric Exchange (SEE). His term of office began in July and will terminate in July of 1968. The SEE is a non-profit, non-political organization representing 28 investor-owned electric utilities serving the 11 Southeastern states.



BEAUMONT DIVISION KWH WINNERS. Our service area's kilowatthour usage continues to climb as this photo attests. L. V. Dugas, vice president and general sales manager, right, presents new KWH Club certificates to, from left, A. B. Wilson, district superintendent, Beaumont, 7,500 for Vidor; T. O. Charlton, district superintendent, Orange, 7,500; Vic Norvell, district superintendent, Silsbee, 6,000; and R. B. Cash, local superintendent, Hull, 4,500; and a plaque Achievement Award for the Beaumont division to Ralph Spafford, supervisor of residential sales, Beaumont, and Rex Lee, Beaumont division manager.



PORT ARTHUR KWH'S ON RISE. And to prove it are these two KWH Club certificates presented by L. V. Dugas, vice president and general sales manager, right, at the department heads meeting October 31 in Beaumont. Showing off the certificates are, from left, J. C. Siddall, midcounty district superintendent, 8,000, and J. A. Stelly, superintendent of sales, Port Arthur, 6,500. Admiring the awards are Fred Tenholder, supervisor of residential sales, and C. M. Scott, Port Arthur division manager.



FOOTBALL CHAMP. That's Chucky Reifsnider, son of Mr. and Mrs. Charles Reifsnider, he's in Lake Charles Substation. Chucky won first place in the 12-year old division of the Punt, Pass and Kick Contest sponsored by Ford Motor Company through the Lake Charles YMCA. Chucky advanced to the regional playoffs in New Orleans by virtue of his win at Lake Charles.

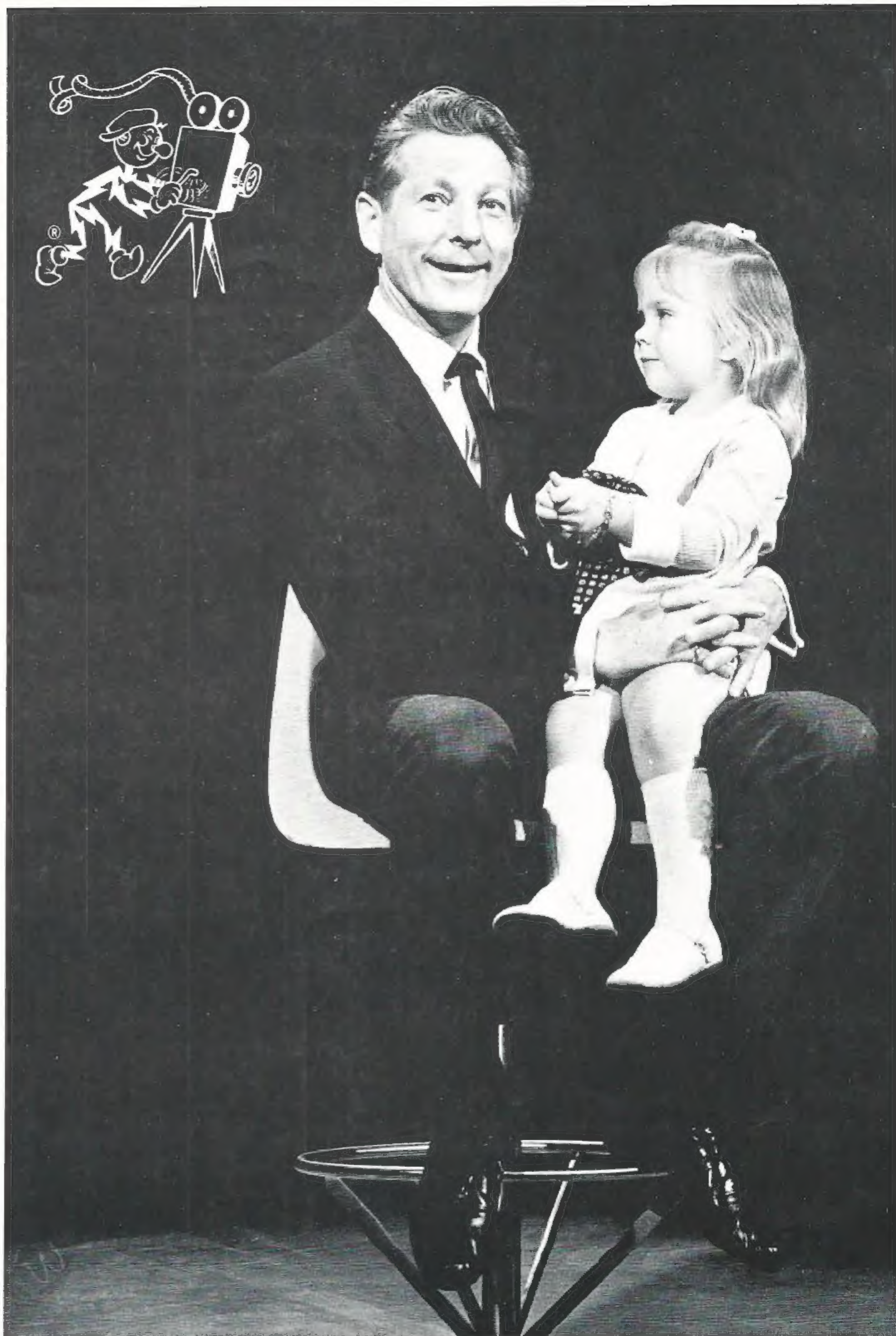


NAVASOTA DIVISION KWH WINNERS. More folks are living better electrically in our Navasota division as this photo proves. L. V. Dugas, vice president and general sales manager, right, presents KWH Club certificates to Goree Matthews, local superintendent, Calvert, 3,500, second from left; W. P. Carroll, local superintendent, Madisonville, 4,500; and R. R. Hudspeth, district superintendent, Navasota, 4,500. P. P. Newman, superintendent of sales, Navasota, third from right, displays an Achievement Award plaque won by the Navasota division while A. W. Baird, Jr., Navasota division manager, right, and C. W. Winborn, supervisor of sales, Navasota, admire the awards.

Danny's Our Boy Now

OUR COMPANY HAS joined other investor-owned electric utilities across the nation to sponsor one half hour of the highly successful Danny Kaye Show once a month during the 1966-67 season. The comedy-variety show, recipient of top ratings for the last four years, is being beamed into our customers' homes from WAFB-TV in Baton Rouge, KFDM-TV in Beaumont and KLFY-TV in Lafayette. The remainder of the telecasts are scheduled November 30, January 4, February 1, March 1, March 29, April 26, May 24 and June 21.

The Danny Kaye Show will continue to highlight the amazing versatility of its international star, featuring Danny as singer, dancer and — above all — a master comedian whose artistry ranges from way-out slapstick to droll satire to the kind of touching humor that mingles laughter with tears.



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Plain Talks

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REMEMBER WHEN? Brightly-painted ice wagons like this were a welcome sight along steamy Lake Charles streets during summers in the late 1920's. Our Company sold ice, coal, artificial gas and electricity in addition to operating a street car system in those days. Sheldon (Shot) Sibley, substation mechanic, Lake Charles, remembers it well. He went to work for our Company at the age of 14 in 1926 as a helper aboard an ice wagon. He recalls those days in an article in this issue of Plain Talks.